EXHIBIT 65

Zillow Infringes U.S. Patent No. 8,315,904 (Black)

U.S. Patent 8,315,904 (Black) - Overview

(12) **United States Patent**   (10) **Patent No.:**   **US 8,315,904 B2**

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(54) **ORGANIZATION FOR PROMOTION MANAGEMENT**

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(65) **Prior Publication Data**

US 2008/0033808 A1   Feb. 7, 2008

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(Continued)

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U.S. Patent 8,315,904 (Black) – Claim 1

1. A computer implemented method comprising producing, by one or more computers, a promotion list for a promotion management campaign by:

- **(a) generating, by one or more computers, a promotion instance from a promotion template;**

- **(b) receiving, by one or more computers executing marketing campaign software, a search query that includes one or more attributes of a promotion instance;**

- **(c) searching one or more data repositories for promotion instances having attributes corresponding to the attributes specified in the search query;**

- **(d) returning a list including one or more promotion instances having the attributes corresponding to the attributes specified in the search query;**

- **(e) receiving, by the one or more computers, a selection of one or more promotion instances, from the returned list, to be included in the promotion list;**

- **(f) assigning the selected promotion instances to the promotions list; and**

- **(g) storing the promotion list in an electronic medium.**

U.S. Patent 8,315,904 (Black) – Claim 1

1. A computer implemented method comprising producing, by one or more computers, a promotion list for a promotion management campaign by:

Displayed Rental Listings in HTML, Zillow, https://www.zillow.com.

Displayed Rental Listings for Seattle, Zillow, https://www.zillow.com.

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(a) generating, by one or more computers, a promotion instance from a promotion template;

Portion of the HTML for "Beacon View, Zillow, https://www.zillow.com.

Note: Zillow generates property listings (such as "Beacon View" shown below).

"Beacon View" Property Listing, Zillow, https://www.zillow.com.

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(b) receiving, by one or more computers executing marketing campaign software, a search query that includes one or more attributes of a promotion instance;
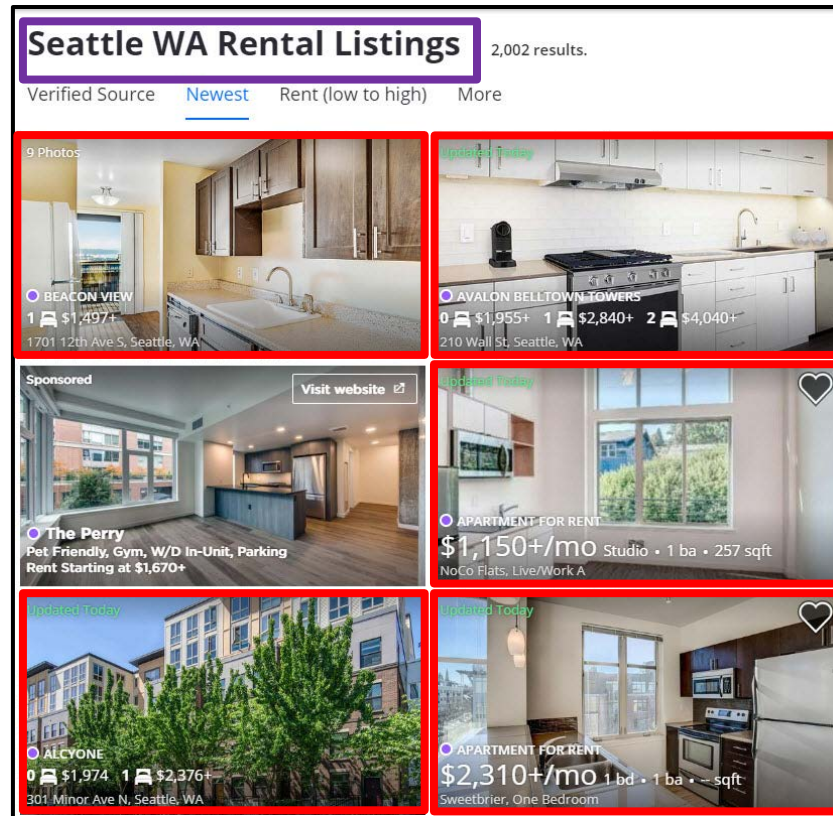

Zillow, https://www.zillow.com.
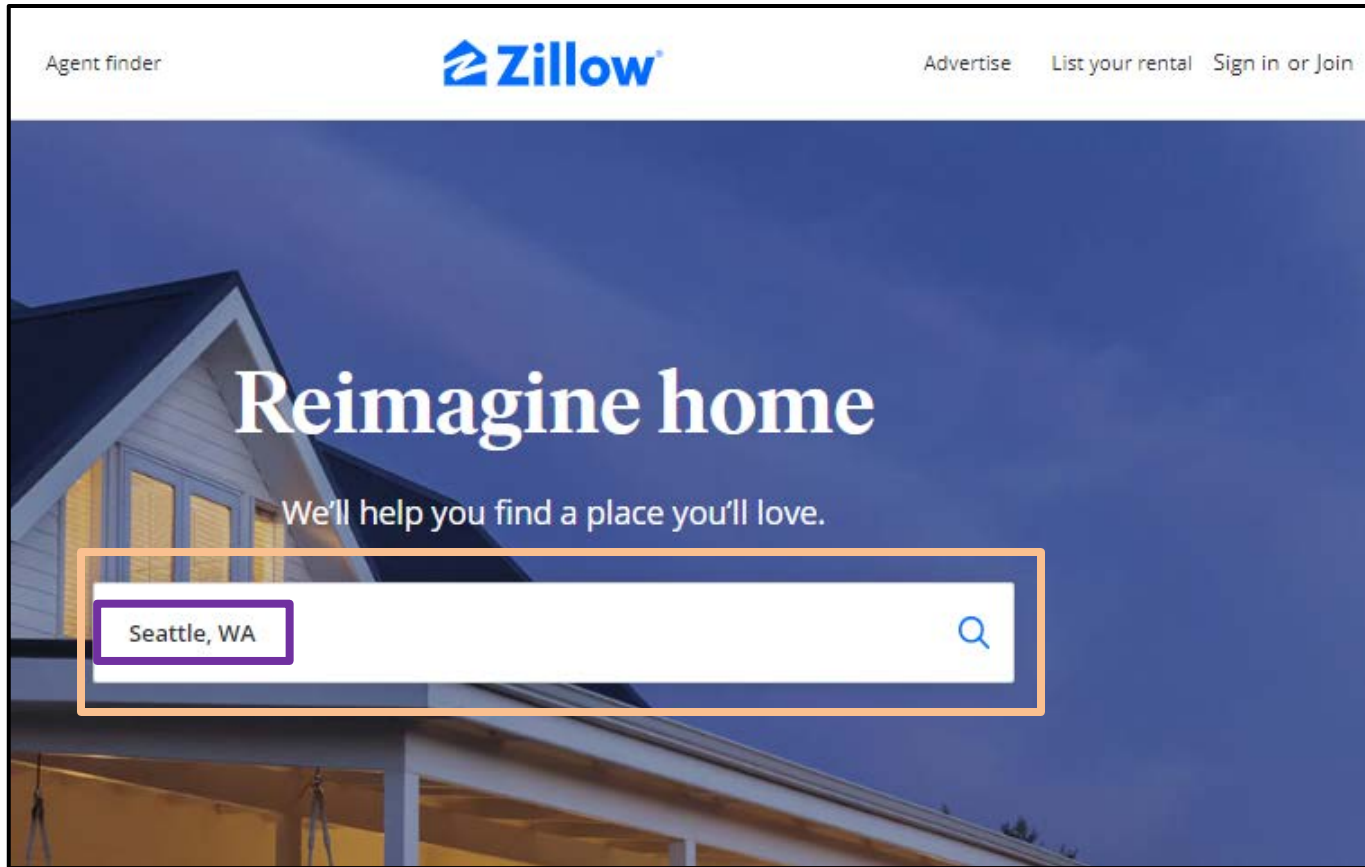
U.S. Patent 8,315,904 (Black) – Claim 1

(c) searching one or more data repositories for promotion instances having attributes corresponding to the attributes specified in the search query;

"Zillow is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. It starts with Zillow's living database of more than 110 million U.S. homes. . . ."
https://www.zillow.com/corp/About.htm.

Rental Listings for Seattle, Zillow, https://www.zillow.com.

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(d) returning a list including one or more promotion instances having the attributes corresponding to the attributes specified in the search query;
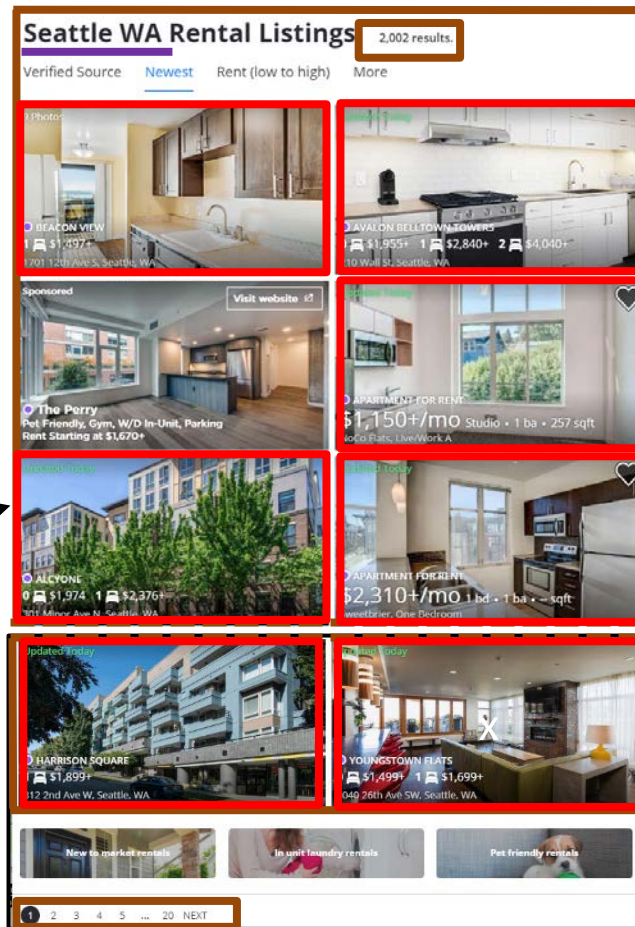

HTML section showing total number of rental listings in Seattle, WA, Zillow, https://www.zillow.com.

Rental Listings for Seattle, WA, Zillow, https://www.zillow.com.

Note: Zillow returns a set of property listings from its data repository that have attributes that correspond to the search query attributes (such as "Seattle, WA").

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(e) **receiving, by the one or more computers, a selection of one or more promotion instances**, **from the returned list**, **to be included in the promotion list**;
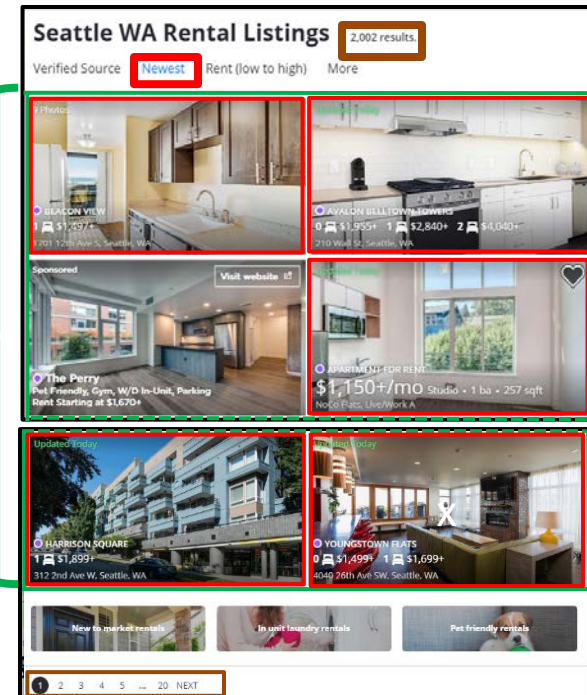
> **_Note_:** Zillow receives a selection of the total number of property listings that match the search query to be included on the initial search results list based on which of the properties are newest.

HTML section showing total number of rental listings in Seattle, WA, Zillow, https://www.zillow.com.

Displayed Rental Listings in HTML, Zillow, https://www.zillow.com.

Displayed Rental Listings for Seattle, Zillow, https://www.zillow.com.

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(f) **assigning the selected promotion instances to** the promotions list**; and**

Note: Zillow assigns property listings to the initial search results list by listing them in the HTML file that is sent to the user's browser for display.
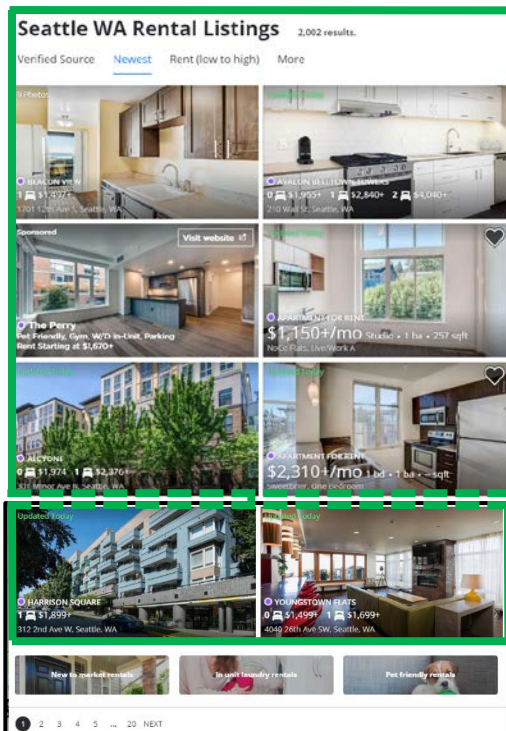

Rental Listings for Seattle, WA, Zillow, https://www.zillow.com.

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(g) **storing the promotion list in an electronic medium.**

> **_Note:_** Zillow stores the promotion list in an HTML file containing the property listings that match the search query attributes at the user's browser for display.

Rental Listings for Seattle, Zillow, https://www.zillow.com.

Request on 2019-04-13T14:01:10.174Z

General:

   Request URL: https://www.zillow.com/homes/seattle,-wa_rb/

   HTTP Version: http/2.0

   Request method: GET

   Remote Address: 99.84.41.128

Server's response

Full response:

   200 OK *http/2.0* More info about HTTP status codes in Wikipedia .

Headers:

- **cache-control** no-cache
- **content-encoding** gzip
- **content-security-policy** frame-ancestors zillow.highspot.com view.highspot.com;
- **content-type** text/html;charset=UTF-8
- **date** Sat, 13 Apr 2019 14:01:10 GMT
- **expires** Thu, 01 Jan 1970 00:00:00 GMT
- **server** Apache-Coyote/1.1

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